



Here's the same old Palace in new clothes— spic, span, new, bright, modern—at your service

*Open Saturday--and more than ever
your idea of what a store should be*

Well, Sir, the Palace has risen from its ashes—into the finest retail building in Topeka—into a building that cannot help but make this great store greater.

We aren't foolhardy enough to believe that *we* built this store—we realize very fully that *you* built it—that your opinion of us made it possible—that your patronage was far more important in its development than the concrete and and stone that compose it.

It continues to be just what it was—the same old Palace, in new clothes, to be sure—but the same old Palace in spirit, in policy, in merchandise—it's the store you've always liked without anything changed but its home.

It's still the store for everybody—for the masses, the classes, everyone—there's a spirit of democracy and cordiality about it voice a hearty welcome to every one.

You'll find it quite the finest store building you've ever been in—100 per cent modern—ahead of its time. It's the type of store that will be a lot more general 20 years from now than it is today.

Numerous changes have been wrought in its arrangement and make-up—every change had improvement as its goal—we've only changed where we could improve.

You'll find the first floor devoted to men's furnishings, men's hats and shoes for men, women, boys and children—big, roomy, attractive departments—you're going to like them immensely.

The second floor, in its entirety, is a men's clothing store—a vast collection of fine clothes displayed—big elevators to carry you there quickly and comfortably.

The third floor is the boys' and young men's store—special clothing, furnishings and hats for them featured—it's going to grow in fame in its new surroundings.

The fourth floor houses the call-room and the tailoring departments—airy, roomy, comfortable—a cheerful place devoted to your service—you'll like it.

And in the basement, an annovation—a \$10 suit and overcoat store—the first special \$10 department for EMPHASIZING reliability instead of SHIRKING it—work clothes there too.

All in all, you'll find it a perfect establishment—honest, courteous, cordial, sincere—a store that deserves your patronage, and that makes every effort to continue to deserve it.

We've chosen our 27th Anniversary as a fitting time to open our new building—it's good to know that what we started 27 years ago has prospered so well and so thoroughly—we're going to celebrate the occasion by making it interesting to you to attend.

**On another page you'll find an announcement that bristles
with special value invitations to attend the opening**

*The New Home of
Hart Schaffner & Marx Clothes*

Auerbach & Guettel
The Palace
CLOTHING CO.

**709 and 711 Kansas Avenue
Entire Building—5 Floors**